

ROLE CARD: Industry Representatives (Zara)



WHO YOU ARE

You are **representatives** of the **fashion industry**. You are not part of any EU institution and you do not vote on the final law — but you have significant **economic influence** and you know how to use it. You represent companies that employ thousands of people across Europe and contribute substantially to the EU economy.

WHAT YOU CARE ABOUT

You are **not against environmental regulation** in principle — but you believe that the current proposal is **too strict, too fast**, and **too costly**. You want a law that gives businesses enough time and flexibility to adapt without destroying jobs or competitiveness.

YOUR STRATEGIES — CHOOSE THE ONES THAT WORK BEST FOR YOU

- **Meetings with policy makers** — approach MEPs and Council representatives directly during the lobbying phase. Explain the economic consequences of an overly strict law and propose more realistic alternatives.
- **Reports and studies** — use economic data to show the potential impact on jobs, competitiveness, and industry costs. Numbers are powerful arguments.
- **Coalition-building** — join forces with conservative groups in Parliament and Council who share your concerns about economic feasibility.
- **Proposed compromises** — come with concrete alternative proposals. Showing flexibility makes you a more credible and convincing actor.
- **Warnings** — remind decision-makers of the economic risks: job losses, industry relocation, and reduced competitiveness compared to non-EU companies.

MAIN MESSAGE / SENTENCE TO DEFEND

The rules must **not destroy jobs** or make companies uncompetitive.

YOUR GOALS

- **Main goal:** weaken the most demanding aspects of the Commission's proposal
- **Secondary goal:** ensure maximum flexibility for companies and member states in how the law is implemented

YOUR PRIORITIES

- A **lower** and **more achievable** waste reduction target
- A **longer deadline** to give companies time to invest and adapt
- **Weak** or **moderate penalties**
- **High flexibility** for Member States

YOUR ROLE DURING THE SIMULATION

You do not sit at the negotiation table, but you are **extremely active** behind the scenes. During the lobbying phase, you will approach the Parliament and the Council to share your arguments and try to shift their positions in your favour. At the end, you will publicly react to the final outcome.